What is claimed is:

1.   A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

timing a user session, the session commencing upon the user interacting with the user interface;

determining an elapsed time during the user session; and

delivering the advertising content to the visual display based on a selected interval of the elapsed time during the user session.

2.   The method of claim 1, wherein said timing step commences upon the an initial interaction by the user with the user interface.

3.   The method of claim 1, wherein said timing step commences upon the user selecting content through the user interface.

4.   The method of claim 1, wherein the selected interval of time is fixed.

5.   The method of claim 4, wherein the selected interval of time is five minutes.

6.   The method of claim 1, wherein the selected interval of time is variable during the user session.

7.   The method of claim 1, wherein said determining step determines the elapsed time between user interactions.

8.   The method of claim 1, wherein the selected interval of time is determined based on a content selection made by the user.

9.   The method of claim 1, further comprising the step of pausing said timing step during the delivery of the advertising content to the visual display.

10.   The method of claim 9, further comprising the step of un-pausing said timing step after said delivering step is completed.

11.   The method of claim 1, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.

12.   The method of claim 1, wherein the advertising content is streaming video.

13.   The method of claim 12, wherein the video is broadcast quality video.

14.   The method of claim 12, wherein said delivering step delivers the video at a bit rate of at least 144 Kbps.

15. The method of claim 1, further comprising the step of suspending user interface functions during said delivering step.

16. The method of claim 1, wherein after completion of said delivering step, said timing, determining, and delivering steps are repeated.

17. The method of claim 1, wherein said delivering step delivers the advertising content to completely fill the visual display.

18. The method of claim 1, wherein the advertising content includes a link to at least one Internet address.

19. The method of claim 1, wherein the timing step includes the user interacting with the user interface via a keyboard.

20. The method of claim 1, wherein the timing step includes the user interacting with the user interface via a voice-activated device.

21. The method of claim 1, wherein the timing step includes the user interacting with the user interface via a link to another web page.

22. The method of claim 1, wherein said delivering step occurs after a second interaction by the user with the user interface.

Final application

23.   The method of claim 1, further comprising the step of delivering video content to the user.

24.   The method of claim 23, wherein said advertising content delivering step occurs after the completion of said video content delivering step to create a commercial-free video.

25.   A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

measuring an amount of time between interactions with the user interface; and

launching the advertising content to the visual display after a selected elapsed interval of time.

26.   The method of claim 25, wherein said measuring step commences upon the user selecting content through the user interface.

27.   The method of claim 25, further comprising the step of delivering the advertising content to the visual display.

28.   The method of claim 27, further comprising the step of pausing said measuring step during said delivering step.

29.   The method of claim 28, further comprising the step of un-pausing said measuring step after said delivering step is completed.

30.   The method of claim 27, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.

31.   The method of claim 25, wherein the advertising content is streaming video.

32.   The method of claim 31, wherein the video is broadcast quality video.

33.   The method of claim 31, further comprising the step of delivering the video to the visual display at a bit rate of at least 144 Kbps.

34.   The method of claim 27, further comprising the step of suspending user interface functions during said delivering step.

35.   The method of claim 25, wherein after completion of said launching step, said measuring and launching steps are repeated.

36.   The method of claim 25, wherein the measuring step includes the user interacting with the user interface via a keyboard.

37.   The method of claim 25, wherein the measuring step includes the user interacting with the user interface via a voice-activated device.

38.   The method of claim 25, wherein the measuring step includes the user interacting with the user interface via a link to another web page.

39.   The method of claim 25, wherein said launching step occurs after a second interaction by the user with the user interface.

40.   The method of claim 25, further comprising the step of delivering video content to the user.

41.   The method of claim 40, wherein said advertising content launching step occurs after the completion of the video content delivering step to create a commercial-free video.

42.   A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

    time-stamping a user session profile during a user session, the user session commencing upon the user interacting with the user interface;

    detecting an address requested by the user;

    saving the address after a selected interval of time has elapsed since said time-stamping step; and

delivering the advertising content to the visual display.

43.   The method of claim 42, wherein the advertising content is streaming video.

44.   The method of claim 43, wherein the video is broadcast quality video.

45.   The method of claim 43, wherein said delivering step delivers video at a bit rate

of at least 144 Kbps.

46.   The method of claim 42, further comprising the step of suspending user interface

functions during said delivering step.

47.   The method of claim 42, further comprising the step of delivering video content

to the user.

48.   The method of claim 47, wherein said advertising content delivering step occurs

after the completion of said video content delivering step to create a commercial-free

video.

49.   A method for delivery of advertising content to a visual display adapted to display

a user interface for use by a user, said method comprising the steps of:

        detecting an address request; and

        delivering the advertising content to the user independently of any code

associated with the address.

50.   The method of claim 49, wherein the advertising content is delivered before the requested address is accessed.

51.   The method of claim 49, wherein said delivering step delivers the advertising content after a selected number of address requests are detected.

52.   The method of claim 49, further comprising the step of measuring an amount of time elapsed since the address was requested, wherein said delivering step occurs after a selected interval of the elapsed time.

53.   The method of claim 52, further comprising the step of pausing said measuring step during said delivering step.

54.   The method of claim 53, further comprising the step of un-pausing said measuring step after said delivering step is completed.

55.   The method of claim 49, wherein said delivering step delivers the advertising content over at least one of the following mediums: Internet, cable, digital subscriber line, and wireless.

56.   The method of claim 49, wherein the advertising content is streaming video.

57.   The method of claim 56, wherein the video is broadcast quality video.

58.   The method of claim 56, wherein said delivering step delivers video at a bit rate of at least 144 Kbps.

59.   The method of claim 49, further comprising the step of suspending interface functions during said delivering step.

60.   The method of claim 49, further comprising the step of delivering video content to the user.

61.   The method of claim 60, wherein said advertising content delivering step occurs after the completion of said video content delivering step to create a commercial-free video.

62.   A method for delivering advertising content to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

        detecting an address request; and

        delivering the advertising content to fill a substantial portion of the visual display independently of any code associated with the address.

63.   The method of claim 62, wherein said delivering step includes the sub-step of

completely filling the visual display.

64. The method of claim 62, wherein said delivering step includes the sub-step of placing browser controls outside of the visual display.

65. A method for inhibiting the interruption of advertising content delivery to a visual display adapted to display a user interface for use by a user, said method comprising the steps of:

delivering the advertising content to the user; and

hiding on-screen user interface controls during said delivering step.

66. The method of claim 65, further comprising the step of disabling selected user functions associated with the visual display.

67. The method of claim 65, wherein the on-screen user interface controls are re-sized outside a viewing area of the visual display.

68. The method of claim 65, wherein the on-screen user interface controls are overlaid by the advertising content.